CareWire® Answers National Demand for Quick, Concise Provider-Patient Interactions, Improves Outcomes and Reduces Operational Costs

Minneapolis, Minn., Dec. 12, 2016 –Study after study showcases the value of reaching patients beyond the examination room. Minnesota-based text-first solution provider CareWire (https://vimeo.com/140367496) is answering the national demand for quick, concise provider-to-patient interactions by blending SMS text, secure messaging and web applications to support wellness and population health, patient preparation and recovery and patient satisfaction initiatives.

Thanks to the digital revolution, providers now have a wealth of choices when trying to find the right technology for patient communication and engagement. However, not all Americans own a smartphone or are tech savvy enough to download and configure apps, which means their usage is limited to a select group of Americans. However, from millennials to baby boomers, everybody texts, which is part of the reason as to why texting is such an attractive communication option for healthcare providers: first most people already text, and, secondly, with text-based communication, there is no need to download an application. All cellphones—even the most basic models—are capable of sending and receiving texts, which means that this particular option is a simple solution for immediately connecting providers and patients in a way that both are already using on a consistent basis.

"There are serious consequences when health-related communication falters," said Ken Saitow, President and CEO of CareWire. "Poor communication leads to suboptimal outcomes, which inevitably translates to poor health results for patients and wasted resources for providers. CareWire makes communicating with patients fast, easy and totally secure. In turn, revenues are increased, and costs are decreased, patient loyalty is deepened, and most importantly, patient satisfaction and outcomes are improved. The bottom line: text messaging is a simple solution that is patient-centered and cost effective."

CareWire's text-first mobile patient engagement solution is uniquely positioned to meet health organization's and healthcare practice's requirements. Its proven, text-first approach coupled with proprietary, HIPAA-compliant web applications and Mobile Communication Manager (supports workflow integration) are ideally suited to deliver information - education, instructions, and alerts - and gather feedback from patients before and after encounters. Interactions are tailored to the target patient population or condition to ensure a timely, relevant and personalized experience.

*According to a national survey commissioned by the Schwartz Center for Compassionate Healthcare at the Massachusetts General Hospital

About CareWire, Inc.

CareWire is a mobile communication platform that drives healthcare consumer engagement. The company's text-first approach takes advantage of the immediacy and simplicity of text messaging helping healthcare organizations reach a broad audience – regardless of socioeconomic status or age. By providing tools to staff that enable them to monitor all messaging, observe and react to responses in real time, manage flow and send messages on-demand, the CareWire platform lowers costs, improves adherence and enhances the overall consumer experience. CareWire's proprietary HIPAA compliant web applications support the secure exchange of protected health information, and in addition to texting, includes hyperlinks in the messages that serve as a gateway to portals, self-service registration or payment sites. Visit www.carewireinc.com or call 888.744.8950 to explore the possibilities. ###